

Historic, Archive Document

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TIME TO SOW

SUMMER FLOWER SEEDS

ANTIRRHINUM

WINTER SNAPDRAGONS

For Greenhouse Culture

PINK and ROSE

Tr. Pkt. 3 Tr. Pkts.

America —Deep rose with Bronze lip	\$1.50	
Christmas Cheer Shades of pink	2.00	
Cheviot Maid Supreme Best deep rose	1.00	\$2.50
Daybreak Briarcliff rose pink	1.50	4.00
Gilberts Pink Supreme Beautiful deep pink	1.50	4.00
Jersey Maid —Medium pink with light shading	2.50	
Maid of Mars —Exceptionally fine clear pink	3.00	
Marie Louise Seashell pink	2.00	5.00
Mary Ellen Early light rose pink	2.00	5.00
Milady —Bright pink	1.00	2.50
New Cincinnati Fine light rose	1.00	2.50
Peggy Schumann Pink with strong stems	2.00	5.00
Radiance Large flowered pink	1.00	2.50
Rose Pink Cheviot Maid Early flowering	1.50	
Rose Queen Deep rose pink	1.00	2.50
Shaffroth's Early Pink Clear rose pink	2.00	5.00
St. Louis Pink Beautiful flesh pink	1.50	4.00
Terrys Surprise Improved Rose shaded orange	1.50	4.00

YELLOW

Ceylon Court Early yellow	1.00	2.50
Coates Yellow Perfection Deep yellow	1.00	2.50
Ethel —Pure Golden Yellow	1.50	4.00
Klondyke Supreme Excellent deep yellow	1.50	
Schumann's yellow	2.00	
Yellow Cheviot Maid Bright color	1.00	2.50
Yellow Wonder Bright yellow	1.50	4.00

WHITE

Tr. Pkt. 3 Tr. Pkt.

Koesters White Early pure paper white	2.00	
Ivory —White slightly suffused orchid	2.00	5.00
Lucky Strike Strong growing white	1.00	2.50
Marion White Fine clear white	1.50	4.00
Snow White Easter and later	2.00	5.00
Westover Fringed White	1.00	2.50
White Cheviot Maid	1.00	2.50
White Prosperity —Long stemmed clear white	1.50	4.00
White Wonder Pure white	1.50	4.00
Schaffroths Early White	2.00	

BRONZE and ORANGE

Afterglow Golden orange	1.00	2.50
Gilbert's Bronze Beauty	1.50	4.00
Glorious —Reddish bronze	1.50	4.00
Hodaly's Ideal —Blend of carmine rose shading to rich orange. Tip lemon yellow	1.50	4.00
Kirkwood Beauty Orange bronze	1.00	2.50
Miss Wooster —Dazzling rich dark bronze	1.00	2.50
New Dawn Golden orange	1.00	2.50
New Deal Fragrant golden bronze	1.00	2.50
Roman Gold Bright coppery yellow	1.00	2.50
Rose Orange Afterglow color	1.00	2.50
Sunset —Golden bronze	1.50	4.00
Suntan —Orange tan	1.00	2.50

LAVENDER

Bertha Baur Early lavender	1.50	4.00
Lavender Rose Good lavender	2.00	5.00
Lilac (Windmiller) Excellent orchid color	2.00	5.00
Schrock's Orchid A true orchid shade	1.00	2.50
Schumann's Lavender The best lavenders	2.00	

RED

Crimson Queen	2.00	
Embers —Orange red	1.00	2.50
Velvet Beauty American Beauty Red	1.00	2.50



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Seeds . . . Plants . . . Bulbs
From World Wide Sources
15 East 26th St. New York City

1941



Calendula

CALENDULA

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Sensation or Campfire Improved — Best of all Brilliant Orange. Scarlet Sheen	\$.40	\$.60	\$2.00	\$6.50
Ball's Gold —Long stemmed, large, deep golden yellow40	.60	2.00	6.50
Ball Long Orange Improved —Bright golden yellow with light eye. The extra large flowers and long stems make this an outstanding variety.....	.40	.60	2.00	6.50
Ball's Orange —Glowing Orange40	.60	2.00	6.50
Lemon Queen —Deep lemon yellow with dark brown eye. Contrasting colors make this yellow variety very effective40	.60	2.00	6.50
Ball's Supreme —Orange with dark brown center; unusually free flowering40	.60	2.00	6.50
Masterpiece —Long stemmed, clear orange flowers with dark center40	.60	2.00	6.50

CINERARIA

"Siter's Rainbow Strain"

The Commercial Cineraria

If you are interested in a Cineraria that is profitable to grow, and has colors and size of flowers that surpass your most exacting demands, then by all means try SITER'S CINERARIA.

By continuous reselection this strain has more brilliant, sunproof shades, ranging from the bright eyed types to the finer pastels and Cornflower blues, which are sure to please your most discriminating trade.

ORIGINATOR'S PACKETS, \$2.00 EACH



Siter's Rainbow Strain Cineraria

	Tr. Pkt	1/32 oz	1/16 oz
Cremer's Prize Strain —This strain has been greatly improved by the originator—has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors.....	\$1.50	\$4.50	\$8.00

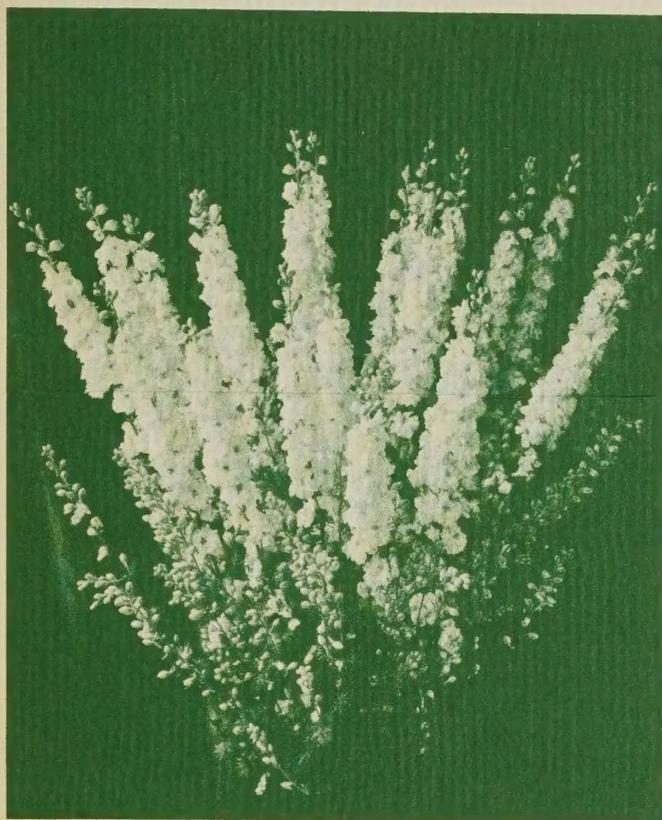
PRIMULA GIANT MALACOIDES

	Tr. Pkt.
Double Fairy Jewels —Rich rose pink florets lying flat in double rows. When fully opened the color is deeper profusion	\$1.50
Enchantress —Beautiful soft salmon rose. The well rounded flowers are 7/8—1" in diameter and produced in profusion	1.50
Snowflake —Flowers are pure, shimmering, snow white	1.00
Giant Malacoides Mixture —All the above with others still in the development stage; including a delightful bi-color pink and white	1.00

FOR OTHER SUMMER FLOWER SEEDS and PERENNIAL SEEDS SEE OUR REGULAR CATALOG

ANNUAL LARKSPUR

GIANT IMPERIAL or BASE BRANCHING



Larkspur

Tall, upright, compact, basal branching in habit, the Giant Imperials have superseded all other types of Larkspurs for florists' and general garden use. The delphinium like spikes or double flowers, carried on stems 4'-5' long, are compactly placed on the upright growing plants, requiring only about one-half the space needed for the old stock flowered type of Larkspur.

	Tr. Pkt.	Oz.	Lb.
Blue Bell—Azure blue	\$.25	\$1.00	\$10.00
Blue Spire—Very deep violet blue.....	.25	1.00	10.00
Carmine King—Deep carmine rose.....	.25	1.00	10.00
Daintiness—Delicate lavender25	1.00	10.00
Dazzler—Rich scarlet25	1.00	10.00
Exquisite Pink Improved—Soft pink shaded salmon25	1.00	10.00
Exquisite Rose—Rose pink25	1.00	10.00
Gloria Improved—Deep Salmon Rose.....	.25	1.00	10.00
Lilac Spire25	1.00	10.00
Los Angeles Improved—Brilliant pink on Salmon25	1.00	10.00
Miss California—Deep rose on salmon.....	.25	1.00	10.00
Pink Perfection—(New)—Beautiful shade of lively light salmon pink.....	.40	2.00	
Pink King—(New)—Soft shade of salmon rose40	2.00	
Rosalind—Rose suffused salmon25	1.00	
Sweet Lavender—Lavender color25	1.00	10.00
The Empress Improved—Salmon rose.....	.25	1.00	10.00
White King—Glistening white, huge flowers..	.25	1.00	10.00
White Spire—Pure white, early.....	.25	1.00	10.00

LARKSPUR GIANT HYACINTH FLOWERED

	Tr. Pkt.	Oz.	Lb.
Dark Blue	\$.25	\$.80	\$ 8.00
Lilac25	.80	8.00
Pink25	.80	8.00
White25	.80	8.00

LARKSPUR TALL DOUBLE STOCK FLOWERED

	Tr. Pkt.	Oz.	Lb.
Dark Blue—Violet purple	\$.20	\$.50	\$ 5.00
Lilac Supreme—Purplish lilac20	.50	5.00
Los Angeles—Brilliant pink on salmon.....	.20	.50	5.00
Rosamond—Pure deep rose20	.50	5.00
Rose Queen—Soft rose with salmon tinge....	.20	.50	5.00
White20	.50	5.00

PANSIES

Gloectner's Superfine "Non Plus Ultra"—This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade.....

Gloectner's Exhibition Mixed

Roggli Swiss Giant Imp. Mixed

Coronation Gold—Canary yellow; lower petals flush golden orange, slightly spicy scented

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
	\$1.00	\$1.50	\$2.75	\$10.00
	.50	1.25	1.75	6.50
	.50	1.25	2.00	7.00
	.50	1.50	2.50	8.00

SWISS GIANT SEPARATE COLORS

Roggli's Giant Alpenglow—Cardinal shades	\$.50	\$1.00	\$1.75	\$ 6.00
Roggli's Giant Berna—Dark violet blue.....	.50	1.00	1.75	6.00
Roggli's Giant Blue—(Ullswater)—Rich clear blue.....	.50	1.00	1.75	6.00
Roggli's Giant Luna—Sulphur yellow self.....	1.00			
Roggli's Giant—Pure White	1.00			
Roggli's Giant Rheingold—Yellow with blotch.....	.50	1.00	1.75	6.00

STOCKS

NON-BRANCHING

(Excelsior Column Stocks)

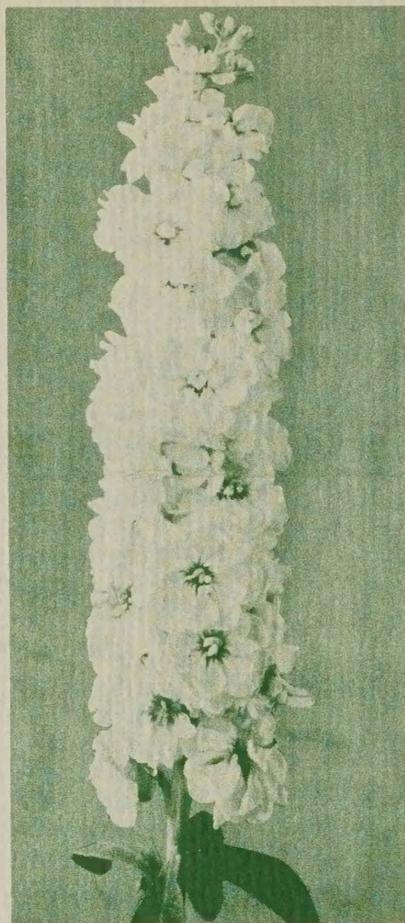
	Tr. Pkt.	1/4 oz.	Oz.
Dark Blue	\$1.00	\$2.25	\$8.00
Gardenia—(New)—			
Shimmering glistening			
white	1.25	4.00	15.00
Malmaison Pink	1.00	2.25	8.00
Ruby	1.00	2.25	8.00
Silvery Lilac—Lavender	1.00	2.25	8.00
White	1.00	2.25	8.00
Yellow Wonder—(New)			
Rich creamy yellow	1.50	4.50	

GIANTS OF CALIFORNIA

(Branching)

This group of branching Stock is gaining in popularity for forcing. They are early flowering; with large individual florets.

	Tr. Pkt.	1/4 oz.	Oz.
Pacific—Blue	\$.50	\$1.00	\$3.50
Red Woods—Blood red	.50	1.00	3.50
Rose Light—Bright Rose	.50	1.00	3.50
Tahoe—Lavender	.50	1.00	3.50
Santa Maria—White	.50	1.00	3.50
Santa Barbara			
Chamois	.50	1.00	3.50
Yosemite—Rose	.50	1.00	3.50



BISMARCK OR BRANCHING STOCKS

Early Giant Imperial

This class continues to be popular with the florist for a cut flower. It is also excellent for bedding.

	Tr. Pkt.	1/4 oz.	Oz.
Antique Copper			
Fine copper-red	\$.35	\$1.00	\$3.00
Buttercup—Rich Yellow	.35	1.00	3.00
Canary Yellow			
Golden Ball	.35	1.00	3.00
Chamois			
Ivory, tinted Old Rose	.35	1.00	3.00
Dark Blue or Purple	.35	1.00	3.00
Elk's Pride			
Rich deep purple	.35	1.00	3.00
Fiery Blood Red	.35	1.00	3.00
Flesh—Bright flesh	.35	1.00	3.00
Golden Rose			
Light golden Rose	.35	1.00	3.00
Lavender—Silvery Lilac	.35	1.00	3.00
Old Rose	.35	1.00	3.00
White	.35	1.00	3.00

SWEET PEAS

EARLY OR WINTER FLOWERING

PINK

	Oz.	1/4 lb.	Lb.
Annie Laurie—Pure rose pink	\$.35	\$1.00	\$3.50
Ball Rose Improved—Cerise pink	.45	1.40	4.00
Boon—Deep coral pink	.35	1.35	4.50
Daphne—Soft salmon pink	.35	1.00	3.50
Jeanne Mamitsch—Rich pink	.35	1.40	3.50
Josie—Brilliant rose pink, long stems	.35	1.25	4.00
Laddie Improved—Long stemmed giant rose, pink	.35	1.00	3.50
Majestic Rose—Deep brilliant rose pink	.35	1.00	3.50
Rose Queen Improved—Rose pink	.35	1.00	3.50
Shirley Temple—Delightful soft rose pink	.40	1.40	5.00
Zvolaneck's Rose	.35	1.00	3.50

BLUE

Blue Bonnet—Best clear blue	.35	1.00	3.50
Mrs. Herbert Hoover—Clear blue	.35	1.00	3.50
Princess Blue—Rich belladonna blue	.50	1.75	5.50

WHITE

Hope—(Black Seeded)—Pure white	.35	1.25	4.00
Snowstorm—White	.35	1.00	3.50
White Harmony—(Black Seeded)	.35	1.00	3.50

RED

	Oz.	1/4 lb.	Lb.
Grenadier—Dazzling scarlet	\$.35	\$1.00	\$3.50
Pride—Pure deep even cerise	.35	1.00	3.50
Signal Red—(New) A real sunproof scarlet of great brilliance	1.50		

LAVENDER

Fragrance—Clear lavender	.35	1.00	3.50
Harmony—Clear lavender	.35	1.00	3.50
Lavanda—Clear lavender	.35	1.25	4.00
Triumph—Lilac mauve, long stemmed	.35	1.35	4.50
Twilight—(New) Lavender, with larger flowers than Harmony, which is nearest this in color; vigorous grower	1.50	5.50	

ORANGE

Ball Orange Improved—Clear deep orange	.50	1.75	5.50
Sequoia—Golden salmon cerise, large flowers	.35	1.25	4.00
Treasure Island—Sparkling shades of golden orange	.50	1.50	5.00
Valencia—Sunproof orange	.40	1.40	5.00